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*Hurl loud defies at competition;
The owl makes this wise observation:—
“First—better get a reputation!”*

For over 50 years the company producing Essolene has been the oil industry's acknowledged leader. Fully aware of its responsibility in maintaining its leadership, it stands squarely behind Essolene's guarantee of smoother performance. It makes no claims! It simply asks you to try Essolene and judge its merits by your own experience.

[Essolube Motor Oil in the crankcase gives
Essolene a chance to do its very best.]

AT REGULAR GASOLINE PRICE

Essolene

Guarantees Smoother Performance
in cold weather or any other weather

STANDARD OIL COMPANY OF NEW JERSEY
Copr. 1934, W.

FORD TO BUILD HUGE EXPOSITION

AT THE 1934 CHICAGO WORLD'S FAIR

A GREAT Ford Expedition, portraying the tremendous part the arts, sciences and virtually every other industry plays in the manufacture of today's motor cars, is planned by the Ford Motor Company for the 1931 World's Fair.

The Ford Expedition will be housed in a giant building 500 feet long to be built in the heart of the fair grounds on an 11-acre plot, the Detroit Lake Michigan and Flamingo main fair boulevard. Construction of the building will start late 1. In the dominant central section will be housed Henry Ford's "Vision of Transportation" depicting the development of wheeled vehicles from the chassis of ancient chariots to modern motor cars.

Henry Ford and Edsel B. Ford show to Rufus C. Dawes (center) the Ford Expedition.

Every model of Ford car made since 1903 will be included. The smaller building to the left will be housed some of the precious historic exhibits from the Edison Institute at Dearborn, Mich., including the ornate brick workshop complete with the Ford T, which was built by Mr. Ford in 1903 built with his own hands his first motor car. This first car will be displayed in side the shop.

The main exposition building will display an imposing array of exhibits, most of them in section such as metal, steel, aluminum and other metals, soy beans, corn, wool, cotton and other products of the United States. Displays of myriad industries are converted into car parts. The building also will house displays of cars and a big movie.

But this staff will be no one equipped with longer wheelbase than the drive from will be a big Ford car. The staff will be no one equipped with longer wheelbase than the drive from will be a big Ford car. The staff will be no one equipped with longer wheelbase than the drive from will be a big Ford car.